

### Abstract

It is an object of the present invention to desirably induce a user's gaze onto a keyboard or numeral buttons when data is directly inputted from the keyboard or the numeral buttons. In order to attain this object, a data input apparatus 10 according to the present invention includes: a first operating means 1 for directly inputting at least either of numerical data and character data; a second operating means 2 for executing an operation except a direct input of numerical data and character data; and an inducing means 5 for inducing a user's gaze onto the first operating means by having a blinking operation accompanied when a data input is started by the first operating means. When a data input is started by the first operating means 1, the inducing means 5 blinks on and off an induction mark 3c which expresses the shape of the first operating means 1 and the direction in which the first operating means 1 is located.